

Customer Pleasers



"Thank You For Shopping Our Washington K mart" is the way Brenda Farley and Joyce Henderson will thank you for shopping K mart 7395, Washington, Illinois. Brenda and Joyce are customer pleasers because they do such a wonderful job at the service desk. At K mart 7395, the employees want to show their customers just how happy they are to have them shopping in their store. "We always say, 'our Washington K mart' because Washington is home for many of our shoppers and we want them to feel at home in our store," says Ellen Kay Wenger, store reporter.

Customer Care

Friendly Service

On Monday, August 15, 1983, I visited your newest K mart in Paducah, Kentucky and was extremely impressed with a store employee.

I called to inquire as to the identity of this exceptional young lady. I talked to Mr. Levi, assistant manager, and once again I encountered a pleasant telephone voice, a willingness to help, and efficiency.

The name of the salesperson is Ms. Cheryl Allen. In my opinion she is the most near perfect example of what an employee should be. Ms. Allen was well-groomed, pleasant, and very knowledgeable about store policy and merchandise. She gave personal attention, which is so often missing in our computerized world of today.

With employees such as Mr. Levi and Ms. Allen, K mart can be proud not only of quality merchandise but the quality of producing an atmosphere that will make people want to return.

Thanks to Ms. Cheryl Allen and Mr. Levi, K mart 7593, Paducah, Kentucky

I want to let you know what wonderful people you have working at your Flat Rock store.

Larry McCray, who is the manager of the automotive area, on his way to work, tried to save my daughter's life. He even went in the ambulance to Seaway Hospital, but she died in his arms.

With wonderful people like that working at your store, this is why I shop at K mart.

Thanks to Mr. Larry McCray, K mart 7272, Flat Rock, Michigan

On August 13, 1983, I went into a K mart in Memphis to purchase a room divider. I had looked at the item previously, but they were sold out on the 13th. I then went to another K mart and found the merchandise I needed. When I arrived home and began to unpack the box, I found that one end of the unit was damaged beyond hope. Since I live five minutes from the first store I visited I called them to ask if I could return the damaged item to them for a refund. I live about 20 minutes from the other store and had already spent two hours in purchasing this item and at 7:00 p.m. I would really have appreciated a little understanding. I spoke with the Assistant on duty who really could have cared less as to whether I was a satisfied customer.

I am sure this all seems rather negative but there is a silver lining to this cloud. After talking to the first store and getting no help, I called the K mart at 6480 Winchester Road. I was lucky enough to be connected with a young man in home furnishings named Charles Hoaglin. The only way to compare him to the assistant at the Getwell store is like comparing day to night. He was the most courteous salesman I have ever had the pleasure of dealing with. He asked me to come to the store and he would try to help me. When I got there he showed me what he had in stock but there was not a unit like the one I needed. He then tried calling two other K marts. While he was waiting to hear from the other stores, he went into the warehouse and kept looking until he found what I needed. I could have kissed him. Upon checking, for some reason there was a difference in price in the amount of \$11.44 between the two dividers. Mr. Hoaglin went to his supervisor, explained the situation and then exchanged the two items at no additional cost to me.

I want you to know what a valuable employee Mr. Hoaglin is. He is courteous, helpful, con-

scientious, and sincere in his willingness to help his customers. I work in retail myself and know how hard it can sometimes be working with customers. Mr. Hoaglin certainly has the patience and attitude to handle any customer.

Even though I had a bad experience at another store, Mr. Hoaglin more than made-up for it. I may have to drive a little further but from now on I will shop the Winchester store. Employees like Mr. Hoaglin will bring customers in as regular shoppers.

Thank you for taking the time to read this rather lengthy letter. but I wanted you to know how much I appreciate your employee for being so nice to me. I feel Mr. Hoaglin deserves a pat on the back from you, and my sincere praise and thanks.

Thanks to Mr. Charles Hoaglin, K mart 7537, Memphis, Tennessee

On May 7, 1983, while shopping in your store I was taken ill and required prompt medical attention.

I wish to commend two of your employees for their most appreciated and excellent care.

Mr. Kermit Carter, Pharmacist, and Mrs. Mary Showers, Personnel Manager, along with several shoppers were to thank for my care until the ambulance arrived.

Mr. Carter has always been efficient and helpful, always giving the appearance that it is his pleasure to help the customer rather than his job. He has asked about me since the incident showing that he truly cares about the people he serves.

Mrs. Showers acted in an efficient and helpful manner. Her calm and professional attitude certainly helped me keep an embarrassing moment at the level which it belonged. She too has inquired about me.

I realize that this is late in getting to you, but due to my health I have not felt like attending to many matters.

I would appreciate it if you would see that a copy of this letter is placed in the employee files so it could bear on future evaluations.

It has always been a pleasure shopping at your store, but employees like

Mrs. Showers and Mr. Carter only add to it.

Again thank you for your service to the public by way of excellent employees. Thanks to Mr. Kermit Carter and Mrs. Mary Showers, K mart 3131, Frederick, Maryland

On Friday, July 29th, I had occasion to visit your K mart store at 14091 S. W. 88th Street.

Now you ask, why would someone...no, make that anyone...drive 14 to 16 miles farther to patronize one K mart over another one that is much closer?

I'm more than happy to tell you why! Your extremely polite, helpful and cheerful personnel... namely: Phil Buttrill (appliances), Stephanie Blackwell (cameras), and two young women who handle the front desk, Shawn Nolan especially, and another named Linda Cole.

I was there merely to exchange one television (that I had purchased elsewhere) for a more expensive set. Imagine my surprise and pleasure at being shown several sets, given instructions, length of warranty, K mart's responsibility, etc., all of this with a smile and an offer to help in any way they could. These young people were really great and gave me their undivided attention.

Of course, most of us who have been in business realize most of this training in efficiency, public relations and a cheerful, helpful manner starts at the top and trickles down. I am happy to say that was exactly the case in point with your Kendall Lakes store manager, Mr. Jack Tyler. My husband and I found him extremely helpful, pleasant and on-the-ball!

The good news is we will continue shopping with Mr. Tyler and his "Fantastic Four". They should all be commended highly for their courtesy in a day when these qualities have sorely "gone-by-the-board".

Thanks to Mr. Jack Tyler, Mr. Phil Buttrill, Ms. Stephanie Blackwell, Ms. Shawn Nolan and Ms. Linda Cole K mart 3074, Miami, Florida